

UNITED STATES DEPARTMENT OF AGRICULTURE Office of the Secretary Washington, D.C. 20250

NATIONAL FARMERS MARKET WEEK August 1-7, 2010

By the Secretary of Agriculture of the United States of America

A PROCLAMATION

WHEREAS thousands of American farmers markets offer affordable and healthful products sold directly from the farm in their freshest possible state, increasing access to fresh fruits and vegetables for children and families, which can help promote child health and reduce childhood obesity; and

WHEREAS farmers markets play a key role in developing local and regional food systems, support family farms, revitalize local communities, provide important outlets for producers and the opportunity for farmers and consumers to interact; and

WHEREAS the United States Department of Agriculture strongly supports farmers markets and other direct-to-consumer marketing activities for agricultural producers; and

WHEREAS farmers markets offer fresh healthy food via the Supplemental Nutrition Assistance Program, Senior Farmers Market Nutrition Program, and Women, Infants and Children Nutrition Program and address hunger through donations of unsold food;

NOW, THEREFORE, to further awareness of farmers markets and of the contributions farmers make to daily life in America, I, Thomas J. Vilsack, Secretary of the United States Department of Agriculture, do hereby proclaim the week of August 1–7, 2010, as National Farmers Market Week. I encourage the people of the United States to celebrate the benefits of farmers markets with appropriate observances and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this 16th day of July 2010, the two-hundred thirty-fifth year of the Independence of the United States of America.

THOMAS LVIESACK

Secretary